

OPPORTUNITY HUNTING APPROACH FOR HOSPITAL MANAGEMENT AS BUSINESS OPPORTUNITY

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ABSTRACT

Opportunity hunting approach is the responsibility of every manager. Because, an approach for opportunity hunting approach is becoming more widely accepted is a community-based development approach. In opportunity hunting approach, it is the responsibility of every manager for his/her actions. Opportunity hunting approach is using from top to bottom development model. According to the survey of market and customers, after understand customers' needs, organization then decide how the quality policy and target will develop, from there the actively hospital management system can be developed. The aim of this study in field of organizational actively hospital management and policy of it can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction. In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy.

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INTRODUCTION

The aim of this study in field of organizational actively hospital management and policy of it can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction. In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy. Furthermore, organization should develop the actively hospital management system, in order to conform to general requirements and actively target. For the inclusion of disability aspect within hospital management, firstly the whole system has to make less exclusive and hence more inclusive. Organizational sustained growth relies on the ability to continually profits generate; this in turn depends on their products meeting customers' needs and expectations.

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1.1 Organizational Opportunity Hunting Approach

The outcome-oriented customers study provides a simply and definite answer, which is that the best organizational and business opportunity is in the customer recognized important items, where existing products cannot meet their needs. The writer also provided a simple algorithm (Tieh-Min et al, 2007). Each individual is an important part of the world and must be acknowledged and accepted as such. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for opportunity hunting.

How organizations find out the organizational and business opportunities in most new products and services and how to rank these opportunities in a prior sequence?

Importance + (Importance - Satisfaction Degree) = Business Opportunity
When (Importance-Satisfaction Degree) <0, then (Importance-Satisfaction Degree)
= 0

Generally, customer satisfaction evidenced in the high rate of customer loyalty, good reputation, increase in market share, improvement of performance and reduction in complaints, etc. In contrast, the results of poor customer satisfaction include loss of customers, decrease in market share, deterioration of performance, poor reputation and increase in customer complaints, etc., which directly affects gross turnover and operating costs. This calculation provides the business opportunity; therefore, can able to identify the best business opportunity with the most potential.

Although this study provides an advanced positive view point-outcome-oriented customers study, in practice, it will be difficult to examine because of products receivers, users' difference, even some products are only provided for urgent use and the after-use result and performance cannot be obtained. The organization just has this feature. Furthermore, the case study in this study focuses on product itself and product's research and development, does not mention other quality competition dimensions' issues. Therefore, this study adjusted organizational and business opportunity algorithm for the best strategy method on customer satisfaction, target management performance assessment (Tieh-Min et al, 2007).

Market Study + Importance + (Importance-Satisfaction Degree) + Customers
Feedback (Complaint and Comment) = Business Opportunity
When (Importance-Satisfaction Degree) <0, then (Importance-Satisfaction Degree)
= 0

Both market study and customer feedback come from direct or indirect correlation of customer information such as industry analysis and study, competition analysis, research or media report, customers' behaviors observing and study, customers' requirements and contracts information, products delivery and services, customers' complaint and direct communication, etc.

Through these activities, identified the products and services which customers need but may not be aware, or a new customer group. Because the degree of customer satisfaction survey only focus on a particular class of customers' already known demands, it is useful to improve existing products, but it cannot stimulate the innovation of new products and services.

In the modern world of business, understanding environment reaction and the identification of the main features of a product, which play an important role in the environment decision-making, constitute the main concern of the marketing programs of any organization.

Without a clear and accurate understanding of environment reaction, the organizations would be incapable of fulfilling the needs and demands of the environment.

Environment reaction defined as the reactions the environments show while searching, purchasing, using and evaluating the new products, services and ideas that they need.

Many factors affect environment reaction one of which is the product value from the environment's viewpoint. Nowadays, organizations are looking for the products or services, which favoured by customers and attract their satisfaction, so they can assign a particular and noticeable share of market to themselves. For this reason, organizations try to produce products with low cost and high quality so as to attract the customer's satisfaction.

The manufactures are really interested in presenting the products which have value because, otherwise, they will be doomed to failure. Value is a subjective quality, which defined by feelings, and, on the other hand, it is a real quality such as life, operation and the reliability of a products or services, which defined by some properties and specifications.

In a sense, value has internal, intuitive and abstract meanings such as appearance, shape and style, which perceived by individuals' internal feelings. On the other hand, value is a real quality such as life, efficiency and reliability, which defined by features and specifications.

Therefore, the concept of value cannot be defined easily because the extensive range of definitions and vast applications have made value a vague and complex concept

1.2 Organizational Opportunity Hunting Approach Factors

Importance degree factors only help enterprises understand different customers' view on products, it is difficult to identify a new customer group distinct from market, therefore, there are another two reference factors are required in the organizational and business opportunity algorithm. Organizational actively factors (Anshu Saran, et al, 2006) exist at the kinetic level of the organization and help in developing the necessary energy at the macro level of the organization to make changes and developments possible and results oriented. The quest for competitive advantage has been the central tenet of strategic hospital management.

Resources would form the base of competitive advantage in an ever-changing dynamic organizational and business environment. Organizational resources to include all assets, capabilities, organizational processes, firms' attributes, information, knowledge, etc., controlled by an organization and that enable it to conceive of implement strategies that are efficient and effective and these could include finances, hardware, software and personnel.

The greater the technical knowledge resources can new technical ideas be understood and procedures for their development and implementation be attained.

In resource-based theory, organizations seen as bundles of resources, which defined as all tangible and intangible assets that tied to the firm in a relatively permanent fashion and resources can combined or developed over time to generate unique capabilities that

increase competitive advantage. The depth of knowledge resources is an important predictor of the implementation of innovation. This along with the distribution of knowledge brings different perspectives to the discussion on the innovation, leading to a thesis and antithesis of different ideas, which permits a better understanding of new technical processes, encouraging implementation.

It is important to identify the primary patterns of resource changes and their importance in understanding and tracking shifts in the organization over time. Once the basic precepts of these patterns of development in resources understood, they can have used like engines of change or catalysts of growth, as tools to support the goals of the entrepreneur in implementation of innovation.

As technology continues to fuel change in the environment, new ventures face increased choices in sources and combinations of resources. A better understanding of the ways that resources may assess, identified and combined can only help new ventures move towards success, which is the goal of all organizations. Resources of an organization directly related to the implementation of an innovation in an organization.

The organizational actively factors reflect the extent of communication among organizational units' groups and measured by various integration mechanisms such as:

- a) The number of actively committees in organization,
- b) The frequency of their meetings,
- c) The number of contacts among actively people at the same and different levels and the degree to which the units share decisions;

It directly related to implementation of innovation since it facilitates the rapid diffusion of information throughout the organization. Research lends support to the notion that interpersonal communication is widespread and that is often the most important source of information and influence as well as being a very important factor in diffusing information about a product.

The higher levels of internal verbal communication may promote implementation since it facilitates the rapid diffusion of information through the organization and would promote cross-fertilization of ideas about possible solutions to the problems posed by the change.

1.3 Organizational Opportunity Hunting Hospital Management

The change represents something different from what employees are accustomed to, hence the need for clear well communicated vision and a path to implement change is obvious. Given this discussion, we feel that actively communication id directly linked to the implementation of change in any organization, since it helps in mitigating fears among the participating individuals and make them better equipped with the new procedures and practices. Actively communication positively related to the implementation of the innovation in an organization. Organizational opportunity hunting is using from top to bottom development model. According to the survey of market and customers, after understand customers' needs, organization then decide how the quality policy and target will develop, from there the actively hospital management system can be developed.

The actively of organization, which determines its survival and growth, depends largely on the productivity of its workforce. In fact, the wealth of a nation as well as socio-

economic well-being of its people depends on the effectiveness and efficiency of its various sub components.

Active management generally regarded as the most dynamic of all the factors that employed for the creation of wealth, having the potential to energize and serve as catalyst to all of the other resources.

Organizational actively hospital management is thus of fundamental importance to the individual worker of whatever status, to the organization whether commercial or not and to the national economy at large and accordingly therefore, to the upliftment of the welfare of the citizen and the reduction if not total eradication of mass poverty.

The crusade for organizational actively hospital management can increase in principle and influenced by a wide range of internal and external variables, which categorized as:

a) General factors: Among which are climate, geographic distribution of raw materials, fiscal and credit policies, adequacy of public utilities and infrastructural facilities, etc.

b) Organizational and technical factors: Those are the degree of integration, percentage of capacity, size and stability of production, etc.

c) Human factors: Those are including labor-management relations, social and psychological conditions of work, wage incentives, physical fatigue, trade union practices, etc.

Although attempts made in the past to tackle this problem of, low organization productivity, which has been a long-standing concern in environment, though establishment of such bureaucratic institutions as the productivity, prices and income. It is not in doubt that organization richly and extra-ordinarily endowed with all the three basic principal factors needed for enhancement of productivity. It namely, capital, human and mineral resources, it has been unable to take advantage of these factors to obtain at least a corresponding level of outputs consequent to which the country, several years since it attained political independence, is yet poverty ridden.

The basis of a developing economy and associated standard of living, according to rising efficiency, which is implied by productivity. It thus becomes pertinent to ascertain the extent to which the organizational environment accounts for the rather low productivity of the organization workers.

Consequently, this research has attempted to provide answers to the following key questions:

a) What are the possible effects of some identified factors in the external work environment on workers' productivity?

b) What extent could a worker's relationship with either hospital management and or co-workers affect organizational actively hospital management?

c) What extent factors in the internal work environment perceived as having adverse effects on organizational actively hospital management.

d) How important are some specifically named facilities in the work environment to enhancing workers' organizational actively hospital management?

e) To what extent do factors in the worker's place of residence have effect on his organizational actively hospital management?

Declining organizational actively hospital management has become a persistent concern of economic and business analysts over the few years and as the decline continues so does the search for solutions.

Organizations have attempted to solve their organizational actively hospital management problems by application of various innovative hospital management techniques.

Some private sector agencies have implemented incentive programs in order to influence employee motivation and increase productivity. Many of the motivational tools used in private industry are not available to managers who work in the public sector. An employee working in the public sector knows that salaries not individually negotiated. Employees who perform their jobs well do not receive larger salary increases than those who perform poorly.

Therefore, the link between pay and job performance that is often present in the private sector is all but non-existent in the public sector. Unlike private agencies, public sector organizations are not profit driven; therefore, the pay is less competitive for its employees.

Another strategy used to influence the organizational actively hospital management of private sector workers that is less effective with public sector employees is disciplinary action.

It is difficult to discipline public employees. Disciplinary action refers to taking an action against an employee that will result in the termination of that employee. In the private sector, termination is usually swift, with few if any complications. Termination in the public sector is not as simple. Once a public employee lawfully retained in his/her, position after completion of the probationary period the employee typically attains a permanent status. Once this permanent status attained, procedural due process rights protect a public employee.

Therefore, the threat of losing one's job because of decreased productivity is of more concern to a private sector employee is than public sector employee.

Other factors have identified as affecting the organizational actively hospital management of public employees, these are: inadequate resources, inappropriate organizational structure and insufficient motivation. This push for more productivity from public sector agencies is not a new phenomenon.

These factors may be important; yet, organizational hospital management believes that the attitudes and hospital management styles of mid-level managers are what really influence employee productivity.

One of the primary tasks of the manager is to motivate people in the organization to perform at high levels. It is generally agreed that the more accurately managers can answer the question of what motivates their employees, the more effective they will be at maximizing productivity, enhancing organizational actively hospital management, enhancing performance and advancing the notion of organizational accountability. There have actually been a number of public sectors productivity movements. The beginning of the last century was characterized by an important organizational actively hospital management interest that diminished.

Yet, after the organizational actively hospital management movement began, a number of conceptual innovations emerged. This movement towards a more organizational actively hospital management public sector can be categorized into four periods:

- a) Organizational actively hospital management by the Efficient,
- b) Organizational actively hospital management by administrators,
- c) Organizational actively hospital management by the managers,
- d) Organizational actively hospital management by the private sector;

Organization should make actively policy and target to show the advancing of organizational actively hospital management, implementation and continuously improve the process. A well organizational actively hospital management policy can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction.

In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy.

Furthermore, organization should develop the actively hospital management system, in order to conform to general requirements and actively target.

Therefore, organization should:

- Set up a definite actively policy,
- Set up a relevant actively target,
- Set up at the same time,
- Establish the degree of customer satisfaction they expect to achieve,
- Focus on satisfying customer concerns such as products actively, time, flexibility and costs, then through the scheme of actively hospital management system guide the relevant operational process to achieve actively target.

Customer satisfaction and target hospital management structure derive from actively hospital management system requirements. Organization should:

a) Setting: Set up definite policy, target and the degree of customer satisfaction should clarify.

b) Planning: According to actively target, organization should plan total hospital management system as:

- Hospital management structure,
- Hospital management authority,
- Hospital management responsibility control,
- Hospital management operation process,
- Hospital management standards in order to ensure comply with plan and achieve organization actively target.

c) Communicating: Organization should carry out communicating harmonization, encourage staffs' involvement and full commitment to customer satisfaction managers' decision-making should comply with the actively policy and target as the maximum guidance principle.

d) Providing: Organization must provide all required resources, according to the plan then produce and sell products to customers.

e) Verifying: Organization aim at customers' after sales feedback, to verify the degree of customer satisfaction. If it does not achieve the expected degree of satisfaction, the manager should identify the cause and work out an improvement scheme to enhance

customer satisfaction. Rectification and preventing methods can have used through adjusting original actively policy and target, actively rules, communication, training, resources and operation process, etc. After the adjustment and improvement, organization should re-measure customer satisfaction, to ensure the improvement scheme is proper and effective.

f) Feed backing: Organization should provide customers' feedback information to hospital management for inspection and verify appropriateness and effectiveness of the definition of actively policy and target, actively scheme and operation methods.

In recent years, the change in global market competition has heavily influenced organizational operations. Customers are more and more attentive to the actively of products and services. The four key elements are:

- Products or services quality,
- Time, speed and delivery in time,
- Flexibility,
- Costs and price;

Organizational entrepreneurs should recognize that even though all types of resources are important for firm start-up and growth, certain ones are more salient depending on the goals of the organization. Determines the organizational competitive ability for Opportunity Hunting Approach (OHA) has six dimensions, which are:

- Products or services performance,
- Products or services features,
- Products or services reliability,
- Products or services conformance,
- Products or services durability,
- Products or services serviceability;

However, organizations should apply this structure to search market opportunities and develop products differences to beat competitions.

Shortening the managing flow time of products or services design and development, manufacturing, sale, transport, delivery and rear support services in order to quickly reply customers and market demands, or control costs-drive factor and re-plan value chain to obtain costs advantages.

However, if an organization cannot grasp customers' exact needs and quickly reply to the trends and changes of market, it will swiftly have lost market and opportunity.

An approach for organizational opportunity hunting that is becoming more widely accepted is a community-based development approach. In organizational opportunity hunting, corporations work with local communities to better themselves. A more common approach of organizational opportunity hunting is philanthropy as follows:

a) Monetary donations, aid given to organizations and impoverished communities in developing. Some organizations do not like this approach as it does not help build on the skills of the local people, whereas community-based development generally leads to more sustainable development.

b) Incorporate the organizational opportunity hunting strategy directly into the business strategy of an organization.

c) Increase of interest for corporate responsibility. This called creating shared value.

An organization needs a healthy, educated workforce, sustainable resources and adept government to compete effectively. For society to thrive, profitable and competitive businesses must develop and supported to create income, wealth, tax revenues, and opportunities for philanthropy.

Many approaches to organizational opportunity hunting pit organization against society, emphasizing the costs and limitations of compliance with externally imposed social and environmental standards. The creating shared value acknowledges trade-offs between short-term profitability and social or environmental goals, but focuses more on the opportunities for competitive advantage from building a social value proposition into corporate strategy.

Many organizations use the strategy of benchmarking to compete within their respective industries in organizational opportunity hunting policy, implementation, and effectiveness. Benchmarking involves reviewing competitor organizational opportunity hunting initiatives, as well as measuring and evaluating the impact that those policies have on society and the environment, and how customers perceive competitor organizational opportunity hunting strategy. After a comprehensive study of competitor strategy and an internal policy review performed, a comparison can draw and a strategy developed for competition with organizational opportunity hunting initiatives.

Organizational opportunity hunting functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of organizational opportunity hunting is to embrace responsibility for the organizational actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

The goal of organizational opportunity hunting is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

Furthermore, organizational opportunity hunting focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. Organizational opportunity hunting is the deliberate inclusion of public interest into corporate decision-making that is the core business of the company or firm, and the honoring of a triple bottom line: people, planet, profit.

Opportunity hunting analysis is a planning exercise in which managers identify organizational strengths (S) and weaknesses (W), and environmental opportunities (O) and Threats (T). Opportunity hunting strategy by SWOT analysis should not only result in the identification of a corporation's distinctive competencies, but also in the identification of opportunities that the organization is not currently able to take advantage of; due to lack of appropriate resources.

By having each or all of the four strategic factors namely SWOT, handy for any strategic decision making or a successful activity somehow, still there is a need for a final efficient factor, which could make any of the four known elements effective. These processes require a deep right, authority and analysis about the helping factors outside the known

four elements. In this argument, organization introduces social responsibility rights as supportive elements.

As a critique on organizational opportunity hunting and the factors which shape it, this research is going to describe the need and necessity of supportive elements from which every strategy more, or less may in one or the other way take advantage (Feghhi Farahmand, Nasser, 2003, 409).

Managerial of organizational opportunity hunting is the responsibility of every manager for his/her actions. It is morally binding on everyone to act in such a way that the people immediately around them are not adversely affected. Organizational opportunity hunting is a commitment everyone has towards the society – contributing towards social, cultural and ecological causes. Instead of giving importance only to those areas where one has material interests, the individual supports issues for philanthropic reasons.

1.4 Opportunity Hunting Benefits

Organizational opportunity hunting forms the base for organizational opportunity hunting because if everyone in a business organization does his/her bit the bigger things automatically fall into place. The trends however show that big charitable organizations recorded high growth due to the social responsibility efforts of individuals and not corporate or the government. Organizational opportunity hunting may be slightly impractical, especially in the modern competitive world, where everyone works for self-interest, but it will succeed if we take decisions based on what will benefit a large number of people and respect everyone's fundamental rights.

Organizational opportunity hunting is the responsibility of every manager is as follows:

a) Organizational improvement: The scale and nature of the benefits of organizational opportunity hunting for an organization can vary depending on the nature of the enterprise, and are difficult to quantify, though there is a large body of literature exhorting business to adopt measures beyond financial ones. However, businesses may not be looking at short-run financial returns when developing their organizational opportunity hunting strategy.

The definition of organizational opportunity hunting used within an organization can vary from the strict stakeholder impacts definition used by many organizational opportunity-hunting advocates and will often include charitable efforts and volunteering. Organizational opportunity hunting may base within:

- The business development,
- The public relations departments of an organization development,

b) Human resources development: An organizational opportunity-hunting program can be an aid to recruitment and retention, particularly within the competitive graduate student market. Potential recruits often ask about an organizational opportunity hunting policy during an interview, and having a comprehensive policy can give an advantage. Organizational opportunity hunting can also help improve the perception of a company among its staff, particularly when staff can become involved through payroll giving, fundraising activities or community volunteering. Organizational opportunity hunting found to encourage customer orientation among frontline employees.

c) Project hospital management: Managing project is a central part of many corporate strategies. Reputations that take decades to build up can ruin in hours through incidents such as corruption scandals or environmental accidents. These can also draw unwanted attention from regulators, courts, governments and media. Building a genuine culture of 'doing the right thing' within a corporation can offset these risks.

d) Product or service differentiation: In crowded marketplaces, companies strive for a unique selling proposition that can separate them from the competition in the minds of environments. Organizational opportunity hunting can play a role in building customer loyalty based on distinctive ethical values. Several major brands built on ethical values. Business service organizations can benefit too from building a reputation for integrity and best practice.

e) Engineering economy: Corporations are keen to avoid interference in their business through taxation or regulations. By taking substantive voluntary steps, they can persuade governments and the wider public that they are taking issues such as health and safety, diversity, or the environment seriously as good corporate citizens with respect to labor standards and impacts on the environment.

f) Threats control: Critics of organizational opportunity hunting as well as proponents debate a number of concerns related to it. These include organizational opportunity hunting relationship to the fundamental purpose and nature of business and questionable motives for engaging in organizational opportunity hunting, including concerns about insincerity and hypocrisy.

g) Active business: An organization purpose is to maximize returns to its shareholders, and that since only people can have social responsibilities, corporations are only responsible to their shareholders and not to society as a whole. Although they accept that corporations should obey the laws of the countries within which they work, they assert that corporations have no other obligation to society. Some people perceive organizational opportunity hunting as in congruent with the very nature and purpose of business, and indeed a hindrance to free trade. A wide variety of individuals and organizations operate in between these poles. For example, the leadership alliance asserts that the business of leadership be it corporate or otherwise is to change the world for the better.

h) Commercial benefit: Some critics believe that companies undertake organizational opportunity hunting programs. Some corporations start organizational opportunity hunting programs for the commercial benefit they enjoy through raising their reputation with the public or with government. Corporations, which exist solely to maximize profits, are unable to advance the interests of society as a whole. Critics concerned with corporate hypocrisy and insincerity generally suggest that better governmental and international regulation and enforcement, rather than voluntary measures, are necessary to ensure that companies behave in a socially responsible manner. A major area of necessary international regulation is the reduction of the capacity of corporations.

i) Competitive potential: The rise in popularity of ethical consumerism over the last two decades can be linked to the rise of organizational opportunity hunting. As global population increases, so does the pressure on limited natural resources required to meet rising environment demand.

Industrialization, in many developing countries, is booming because of both technology and globalization. Consumers are becoming more aware of the environmental and social implications of their day-to-day environment decisions. Therefore, beginning to make purchasing decisions related to their environmental.

j) Market benefit: As corporations pursue growth through marketing, they have encountered new challenges that impose limits to their growth and potential profits. Government regulations, tariffs, environmental restrictions and varying standards of what constitutes labor exploitation are problems that can cost organizations millions of dollars. Some view ethical issues as simply a costly hindrance, while some companies use organizational opportunity hunting methodologies as a strategic tactic to gain public support for their presence in global markets, helping them sustain a competitive advantage by using their social contributions to provide a subconscious level of advertising.

k) Interesting: The role among corporate stakeholders is to work collectively to pressure corporations that are changing. Shareholders and investors themselves, through socially responsible investing are exerting pressure on corporations to behave responsibly. Non-governmental organizations are also taking an increasing role, leveraging the power of the media and the Internet to increase their scrutiny and collective activism around corporate reaction.

FINDING

There is a form of symbiotic relationship between Managerial social responsibility and organizational opportunity hunting, Corporate Social Responsibility. The aim of this study in field of organizational actively hospital management and policy of it can provide the specific process required for setting up and monitoring the actively target. As it also is customer-oriented, it aims to improve customer satisfaction. In addition, the actively target should be set up and implemented within every organization department and at each level, in accordance with actively policy. Furthermore, organization should develop the actively hospital management system, in order to conform to general requirements and actively target. For the inclusion of disability aspect within organizational opportunity hunting, firstly the whole system has to make less exclusive and hence more inclusive. Each individual is an important part of the world and must be acknowledged and accepted as such. Organizational opportunity hunting practices, to successfully applied, need effective manager activity of the sort recognized and reciprocated by employees. Managers to be effective in workers' hospital management need organizational opportunity hunting policies to work with and apply. Employees respond to both the organizational opportunity hunting practices and their manager leadership reaction. The manager influence it was clear that organizational opportunity hunting practices, taken together, have similar effects if employees rate them highly.

However, the total number of achieved interviews is sufficient to draw some general conclusions with respect to these types of organizations with extensive Managerial Social Responsibility policies. The action of organizations in trying to improve the organizational opportunity hunting hospital management behavior of their managers through behavioral selection, training, appraisal, career hospital management and involvement did have a marked and measured effect on employee attitudes and behavior and on performance.

Research lends support to the notion that interpersonal communication is widespread and that is often the most important source of information and influence as well as being a very important factor in diffusing information about a product.

The higher levels of internal verbal communication may promote implementation since it facilitates the rapid diffusion of information through the organization and would promote cross-fertilization of ideas about possible solutions to the problems posed by the change.

In particular, paying particular attention to managers as an occupational group with numerous responsibilities and often-competing priorities is necessary. This can include building involvement and problem solving activities to allow access to decision makers and provide means for mutual support, better selection with greater emphasis given to leadership behaviors as well as technical skills and knowledge, access to further development, coaching and guidance and career hospital management. The various organizational factors and variables are used in conjunction with each other rather than isolation, since implementation is an activity. There is need for understanding the dynamics of the interaction of the variables in a firm or organizational setting. The dynamics could be different in different industries and countries, since the variables are likely to react differently upon interactions in different environments. Organizations are more likely to implementing new practices and innovation, may like to have an understanding of organizational opportunity hunting factors, which could affect their results in financial terms. Contributions of this study find that each individual is an important part of the world and must be acknowledged and accepted as such. Organizational opportunity hunting practices, to successfully applied, need effective manager activity of the sort recognized and reciprocated by employees.

CONCLUSIONS

Managers to be effective in workers' hospital management need organizational opportunity hunting policies to work with and apply. Employees respond to both the organizational opportunity hunting practices and their manager leadership reaction. The manager influence it was clear that organizational opportunity hunting practices, taken together, have similar effects if employees rate them highly. Organizations might like to align their organizational opportunity hunting, which involve implementation of innovation keeping the organizational variables in view.

Inter organizational opportunity hunting processes could be an area for future research and expand to look at additional organizational variables, which could be affecting the implementation of innovation in organizations. Other organizational opportunity hunting variables, such as planning, coordination and professionalism, should be an area of future research, which could contribute to the research stream. A profit organizational context; it would be desirable to determine would have a different setup in which some variables might be more important than the others would or if there are variables relevant to the non-profit sector only.

The organizations should develop an internal environment by organizational opportunity hunting that encourages and supports disabled people. They should make accessibility easier by providing barrier free features, create and disseminate innovative

frameworks and models, which address the unique difficulties of the disabled people so that they can actualize their capacities.

Thus, carrying out organizational opportunity hunting practice, which includes disabled people, will help improve the organizations reputation and image in an increasingly competitive environment.

In this way, the organization can not only maximize its economic performance but also improve its organizational performance. The study overviewed and missing citations showed inter organizational opportunity hunting processes could be an area for future research and expand to look at additional organizational variables, which could be affecting the implementation of innovation in organizations. Other organizational opportunity hunting variables, such as planning, coordination and professionalism, should be an area of future research, which could contribute to the research stream. A profit organizational context; it would be desirable to determine would have a different setup in which some variables might be more important than the others would or if there are variables relevant to the non-profit sector only. As a critique on OHS and the factors which shape it, this research is going to describe the need and necessity of supportive elements from which every strategy more, or less may in one or the other way take advantage. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for opportunity hunting. Furthermore, the case study in this study focuses on product itself and product's research and development, does not mention other quality competition dimensions' issues. Therefore, this study adjusted organizational and business opportunity algorithm for the best strategy method on customer satisfaction, target hospital management performance assessment. It directly related to implementation of innovation since it facilitates the rapid diffusion of information throughout the organization.

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